

Public Health Educator

Position Summary

The Public Health Educator organizes and conducts health promotion programs to maximize health outcomes for individuals and communities according to an established plan and objectives. Seeks and accepts guidance from others to acquire higher levels of competency and improved outcomes. Provides individual and group specialized educational counseling related to social, mental, and physical health. Collects and analyzes data on community health needs and assets. Resolves most questions and problems and may serve as a resource to others in resolving complex problems and issues. Routine contact with internal and external customers is required to obtain, clarify or provide facts and information. May participate in community coalitions. Employees must meet the minimum requirements, conditions of employment, and be able to perform successfully all essential duties and responsibilities with or without reasonable accommodations. Normal business hours, some additional hours outside of normal business hours may be required.

PRIMARY DUTIES AND RESPONSIBILITIES (may include but are not limited to the following)

Under general supervision, the Public Health Educator uses advanced skills gained through training and experience to provide specialized educational counseling services within an assigned functional area:

- Organizes, coordinates, and conducts assigned health promotion programs in a variety of settings to address issues and barriers that influence health, within established objectives and defined parameters.
- Create educational/program marketing materials targeted toward assigned program including newsletters, Facebook and websites
- Develops, evaluates and distributes health information through multiple media venues and community/public information activities.
- Provide disease self-management education to patients face-to-face and telephonically (individual and group sessions)
- Maintains health education information and educational resources for use by individuals, community groups, schools and internal health department units. Promotes and participates in public health education and disease prevention.
- Identifies community health needs and assets through primary and secondary data sources.
- Demonstrates knowledge of community resources and makes referrals to community agencies.
- Provide advocacy and information regarding assigned program objectives to clients
- May assist and enroll clients in programs, services and benefits offered and referring clients in need of other services outside the scope of the area
- Serves as a liaison between community resources, family, person's served, and hospital- or clinic-based providers of care.
- May participate in community coalitions to support identified health improvement programming; may provide staffing support to county level or topic-specific community workgroup or coalition
- Collaborates with community agencies to ensure coordination of care.

- Follow-up with patients via telephone including reminders/no shows, and responding to messages
- Seeks and accepts guidance and critiques of other staff to maximize outcomes. Embraces opportunities to progress to higher levels of professional competency and operate more independently.
- Demonstrates decision making and problem solving, using critical thinking skills, regarding public health issues.
- Demonstrates knowledge and appropriate actions to be taken in multiple diverse and complex circumstances.
- Promotes immunization recommendations.
- Assists clients regardless of race, gender identity, ethnicity, and/or socioeconomic status.
- Prepares, updates, and maintains records to ensure accuracy and completeness.
- Participates in policy, procedure, guideline and protocol review and makes recommendations for changes needed to reflect operational effectiveness.
- Complies with privacy and security laws (HIPAA), Federal, State, and Agency policies, and procedures.
- Complies with all job safety requirements, including OSHA standards and quality control requirements.
- Demonstrates excellent written, oral, and public speaking communication skills
- Participates in continuing education programs and self-directed education to keep skills and knowledge current.
- Demonstrates appropriate communication skills in addressing co-workers, community members and partners, and clients.
- Demonstrates basic computer skills and willingness to adapt to new software programs as indicated.
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EDUCATION, FORMAL TRAINING, AND EXPERIENCE (minimum requirements)

- Bachelor's degree in Public Health, Social Work, Human Services or related field.
- Professional certification (CHES or CPS) -preferred
- Previous Public Health experience preferred

CERTIFICATIONS, LICENSES (minimum requirements)

- CPR certification may be required depending on the program assigned.
- Requires a valid driver's license and personal vehicle insurance and must maintain eligibility to drive as per the County's Vehicle policy.

CONDITIONS OF EMPLOYMENT (minimum qualification - legal or contractual pre-employment obligations and/or requirements, such as drug testing, background check, etc.)

A background check may be required initially and periodically for an individual hired, transferred, reclassified, promoted, or currently working in this job. Appointment to or continued employment in this job is contingent upon a satisfactory background check which may include, but is not limited to: confirmation of a persons' identity; review of criminal conviction records; verification of educational degree, license, or certificate required for the position; review of Department of Motor Vehicles records; Department of Justice fingerprint scan; and/or drug and alcohol testing as required and allowable by law. A satisfactory background check is defined as the absence of a criminal history record which bears a demonstrable relationship to the

applicant's or employee's suitability to perform the required duties and responsibilities of the position.

DISTINGUISHING CHARACTERISTICS

Knowledge of:

- Community resources including social services agencies and crisis intervention providers
- Processes, rules and regulations of various services and funding agencies surrounding the eligibility and maintenance of the services being received

Skill in:

- Communicate effectively, both orally and in writing
- Instructing others on how to do a task
- Operating standard office equipment and using required software applications for program area and other applications, including Microsoft Office, social media platforms

Ability to:

- Partner with other functional areas to accomplish objectives
- Organize and prioritize multiple tasks and meet deadlines
- Communicate effectively, both orally and in writing
- Speak and write in English.
- Maintain confidentiality of agency and client information

PHYSICAL DEMANDS, WORK ENVIRONMENT, AND OTHER REQUIREMENTS

- May be required to climb or balance; reach with hands and arms; sit; stand; stoop, kneel, twist, or crouch; talk and hear; smell; use hands to finger, handle, or feel.
- Position occasionally works in an outdoor environment with exposure to weather-related heat and cold, rain, wind, and related elements.
- May be exposed to infectious diseases, criminal suspects or prison inmates.
- May occasionally be required to lift/move up to 50 pounds.

Local travel may be required.

ORGANIZATIONAL KEY COMPETENCIES

All Grand Traverse County Health Department employees are expected to provide professional preventative health services in a compassionate, efficient, progressive, comprehensive, and holistic manner. Additionally, all Grand Traverse County employees are expected to demonstrate a commitment to the following values:

- Serve with Integrity
- Be Innovative
- Be Accountable
- Engage the Team

- Provide Service
- Be Transparent

COMPETENCIES Position Specific Key Competencies for Public Health Professionals, also known as Core Competencies, are a consensus set of skills for the broad practice of public health, as defined by the 10 Essential Public Health Services:

Analytical/Assessment Skills

- Assesses and describes community health status and factors influencing the health of the community, including social determinants of health
- Develops and explains how community health assessments use information about health status, factors influencing health, assets, and resources
- Selects, uses, and interprets valid, reliable, and comparable quantitative and qualitative data
- Identifies gaps in data
- Identifies and uses assets and resources for improving the health of the community
- Describes how evidence (e.g., data, findings reported in peer-reviewed literature, evidenced based practices) is used in decision making
- Make evidence-based decisions using data and best practice strategies to promote community health
- Apply ethical principles on the use of data and information
- Advocate for the use of evidence using public health science skills
- Uses information technology in accessing, collecting, analyzing, using, maintaining, and disseminating data and information

Policy Development/Program Planning Skills

- Contributes to community health improvement planning
- Contributes to implementation of organizational strategic plan
- Contributes to the development of program goals and objectives
- Identifies and describes implications of current trends and policies affecting the health of the community, with a focus on marginalized/disadvantaged population groups
- Implements policies, programs and services with an understanding of relevance to public health law
- Gathers information that can inform the development of and assists in developing options for policies, programs and services
- Explains the importance of and gathers information for evaluations to improve policies, programs, and services
- Applies strategies for and participates in continuous quality improvement
- Describes how public health informatics is used to develop, support, and improve policies, programs and services

Communication Skills

- Assesses and ensures that the literacy of populations served (e.g., ability to obtain, interpret, and use health and other information; social media literacy) is reflected in the organization's policies, programs, and services
- Communicates in writing and orally with linguistic and cultural proficiency
- Solicits input from individuals and organizations for improving the health of a community

- Selects approaches for disseminating public health data and information
- Conveys data and information to professionals and the public using a variety of approaches
- Facilitates communication among individuals, groups, and organizations
- Communicates the roles of governmental public health, health care, and other partners in improving the health of a community

Cultural Competency Skills

- Describes the concept of diversity as it applies to individuals, populations, and the community served
- Recognizes the ways diversity may influence policies, programs, services, and the health of the community
- Supports diverse perspectives and ensures the diversity in individuals and populations when developing, implementing, and evaluating policies, programs, and services that affect the health of the community
- Assesses the effects of policies, programs, and services on different populations in the community

Community Dimensions of Practice Skills

- Describes the programs and services provided by governmental and non-governmental organizations to improve the health of a community
- Recognizes, suggests, and supports relationships that affect and are needed to support health in the community
- Engages community members and uses community input for developing, implementing, evaluating, and improving policies, programs, and services
- Uses assets and resources to improve health in a community
- Advocates for and informs the public about policies, programs, and resources that improve health in a community
- Describes the importance of and may collaborate in community-based participatory research

Public Health Sciences Skills

- Describes the scientific foundation of and prominent events in public health
- Retrieves evidence-based data and practices from multiple sources to support decision making
- Recognizes limitations of evidence (e.g., validity, reliability, sample size, bias, generalizability)
- Describes evidence used in developing, implementing, evaluating, and improving policies, programs, and services
- Develops partnerships that will increase the use of evidence in public health practice

Financial Planning and Management Skills

- Describes public health funding mechanisms and governmental agencies with authority to impact the health of a community
- Adheres to organizational policies and procedures
- Describes how teams achieve program performance standards and measures
- Motivates colleagues for the purpose of achieving program and organization goals

- Use evaluation results to improve program and organizational performance

Leadership and Systems Thinking Skills

- Incorporates ethical standards of practice into all interactions
- Explains public health as part of a larger inter-related system of organizations working together or individually to impact the health of populations at local, national, and global levels
- Collaborates with individuals and organizations in developing a vision for a healthy community (e.g. emphasis on prevention, health equity for all, excellence, and innovation)
- Advocates for the role of public health in population health
- Participates in professional development opportunities

Describes ways to improve individual and program performance